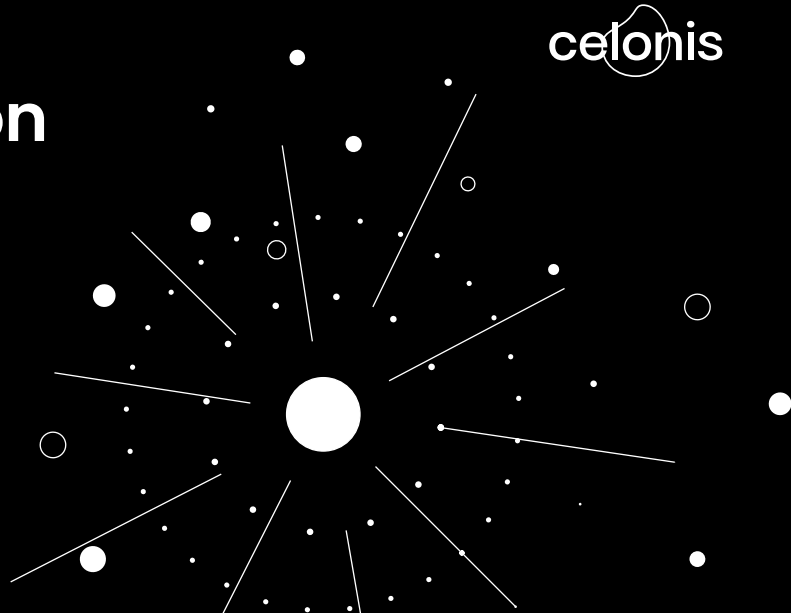


Improve your customer satisfaction through Order Management with Celonis for CPG



Maximize business performance in CPG

8x

increase in touchless orders

L'ORÉAL

15–20x

return on investment expected

MARS

\$3.1M

savings identified in OTC process optimization in Europe, Mexico and USA

ABInBev

The CPG company that keeps its promises keeps its customers.

But how do you keep your promises when you're faced with rapid swings in demand against a backdrop of unreliable inventory and ongoing labor shortages?

You start by connecting the dots of your people, processes, and technology, revealing and fixing the hidden inefficiencies silently killing your performance.

Enter **process mining**.

What process mining can do for you

Increase on time delivery

Identify and remove unnecessary order processing hurdles, like multiple credit checks on one customer.

Improve productivity

Free your people from time-hungry tasks by automatically removing blocks, ingesting sales orders, and filling in missing data like pricing, weight or address.

Boost your customer satisfaction

Identify orders likely to be hit by supply chain issues, prioritize by urgency and value, then trigger actions to either expedite or manage expectations.

Drive sustainability

Discover the process inefficiencies that lead to higher emissions, cancellations, and returns, then fix them – in real time.

01 Real-Time Data

We integrate data across your transactional and analytical systems at scale in real time. To make this fast and easy, we have more than 100 pre-built connectors with the most frequently used systems. We offer a low-code, easy-to-use component to build your own data connectors for your home grown systems. We also ingest data from employee system interactions, from sales and finance documents, and from real-time event data streams, to render a holistic view of your business processes.

02 Process Intelligence

We apply process mining and machine learning to visualize what's really happening in your processes and surface the digital truth. It's an x-ray for your processes that reveals all the inefficiencies and their root causes. We apply advanced algorithms and machine learning, coupled with our deep industry and process domain expertise, to give you recommendations on what to fix and how.

How Celonis reveals and fixes hidden inefficiencies

03 Targeted Action

Based on prioritized recommendations, we trigger actions (within the same platform) to fix inefficiencies and orchestrate your systems. That may mean automating real-time actions across systems, as well as alerting and deploying the right people to remove inefficiencies.

What does next-level business performance look like?

On time delivery rate

The average company delivers just **42.8%** of its orders on time.

Top performers achieve a **91%** on time delivery rate.

Touchless order rate

The average company has a **touchless order rate of 56%**.

Top performing organizations achieve a rate of **80%**.

Customer satisfaction

The average company achieves **69%** customer satisfaction.

Top performers regularly exceed **90%** customer satisfaction.



"Celonis is a great tool to give you process visibility, to give you process transparency, to show you how the process is really performing, not how you think it is."

Vini Cardoso
Global Demand & Delivery Director, France
Anheuser-Busch InBev

ABInBev

\$3.1M savings identified in OTC process optimization in Europe, Mexico and USA

Join the ranks of the best CPG performers

The future belongs to those who are ready to perform at their full potential.

Find out what Celonis can do for you, and join the many CPG companies that are already achieving breakthrough results by mastering process excellence.

[Get in touch now.](#)